

## IN THE SPECIFICATION

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~strike through~~.

Please REPLACE the paragraph beginning at page 7, <sup>paragraph</sup> ~~line~~ 0035, with the following paragraph:

CE 6/13/08

The consumer accesses the server 106 of the product vendor through the computer network 102 in operation S204, accesses the electronic commerce server 106d of the vendor through the computer network 102 and registers as a buyer. Then, the electronic commerce server ~~104d~~ 106d adds the consumer's information to the database server 106c, guides the consumer to input a personal password to be used when buying a product, records the password in the database server 106c, and records an encrypted password to authenticate the personal password on the optical disc 108 of the consumer. By encrypting the password, password disclosure is prevented. Also, the consumer information and encrypted password may be used to direct mail (DM) to and identify the consumer. Furthermore, in this process, basic personal information of the consumer may be provided and thereafter the personal information may be used to analyze the consumer's buying pattern.